

Topic: Project status — “New website / Q1 landing page”

Date: 12 Jan 2026

Time: 10:00–10:45

Attendees: Anna K. (PM), Michał W. (Dev), Ola P. (Design), Bartek S. (Marketing)

Facilitator: Anna K.

Purpose: align on MVP scope, timelines, and blockers

1) Key takeaways (TL;DR)

- MVP includes: homepage, “Offer” section, contact form, analytics integration.
- Out of scope for MVP: blog and multilingual support (planned for Phase 2).
- MVP deadline: **07 Feb 2026**.
- Marketing assets required by **16 Jan 2026**.

Devil’s advocate: If blog and multilingual are out of MVP, make sure the design and architecture don’t make them painful later (URL structure, CMS choice, space for a language switcher). It’s cheaper to plan for this now than rework after launch.

2) Decisions

- 1 **Contact form approach:** simple form + email delivery; CRM backup in Phase 2.
- 2 **Tracking:** GA4 + basic events (submit, CTA click, 75% scroll).
- 3 **Content:** marketing delivers Polish copy + placeholders for English (English not implemented in MVP).

3) Action items & owners

Action item	Owner	Due date	Status
Deliver final MVP copy	Bartek (Marketing)	16 Jan 2026	To do
Final wireframes (desktop + mobile)	Ola (Design)	20 Jan 2026	In progress
Implement pages + contact form	Michał (Dev)	31 Jan 2026	To do
Set up GA4 + events	Michał + Bartek	03 Feb 2026	To do
UAT review and approval	Anna + team	05 Feb 2026	To do

4) Risks / blockers

- **Delayed content** may push the timeline (critical dependency).
- Not decided yet: primary CTA (demo vs contact) and definition of a “qualified lead”.

Devil’s advocate: “Missing content” is often a symptom, not the root cause—unclear scope or too many reviewers can stall copy. Consider a Plan B: draft copy for launch + iterate after.

5) Open questions

- One contact form or two (top + bottom of the page)?
- Do we need a marketing consent / GDPR checkbox in the MVP?
- Who is the final approver for copy and design (single owner vs committee)?

6) Next meeting

When: 19 Jan 2026, 10:00–10:30

Agenda: approve wireframes, content status, CTA decision